

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT10/12 12.33
CHANGES
*** WPXI-TV ***

REP. # _____ OFF. # 18 SALESMAN # _____
BUYER NAME MICHAEL D. ETTORRE

BUYER NAME	<u>MICHAEL D'ETTORRE</u>
SALES PRSN	<u>WA- CHERYL BLAIR</u>

PHILADELPHIA, PA 19103

ORDER # 22424 CONTRACT # 6368275

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	BOB CASEY : 60 10/9	EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES	OCT11/12	OCT15/12	WK-1
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE OCT10/12 12.33

REP: TO JEN
FR CHERYL
MOVED SPTOS TO MONDAY
TTL SAME
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	S		700A-800A	60	3	\$1,700.00	10/11	10/12	2		TH-F	2
PROGRAM : TODAY SHOW												
2	S		500A-530A	60	3	\$1,100.00	10/11	10/12	2		TH-F	2
PROGRAM : NEWS												
3	S		1000A-1100A	60	3	\$900.00	10/11	10/12	2		TH-F	2
PROGRAM : ELLEN												
4	S		400P-430P	60	3	\$1,100.00	10/11	10/12	2		TH-F	2
PROGRAM : JUDGE JUDY												
5	S		1130P-1230A	60	3	\$1,850.00	10/11	10/12	2		TH-F	2
PROGRAM : TONIGHT												

REP HEADLINE# 6368275
 *** UNAPPROVED REV #2 ***

REP: TEL# 215-564-1206
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

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 HARRIS REPORT FROM REP

OCT10/12 12.33
 *** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
6	S		1100P-1130P	60	3	\$5,400.00	10/11	10/12	2		TH-F	2
PROGRAM : LATE NEWS												
7	A		700A-800A <i>Today</i>	60	3	\$1,700.00	10/15	10/15	1		MON	1
8	A		500A-530A <i>News</i>	60	3	\$1,100.00	10/15	10/15	1		MON	1
9	A		1000A-1100A <i>Ellen</i>	60	3	\$900.00	10/15	10/15	1		MON	1
10	A		400P-430P <i>Today</i>	60	3	\$1,100.00	10/15	10/15	1		MON	1
11	A		1130P-1230A <i>Today</i>	60	3	\$1,850.00	10/15	10/15	1		MON	1
12	A		1100P-1130P <i>late news</i>	60	3	\$5,400.00	10/15	10/15	1		MON	1
OCT/12 36150.00												
CONTRACT TOTAL 36150.00												
TOTAL SPOTS 18												

2

MARKET TOTALS \$109,545 WPXI 33% KDKA 33% WTAE 30% WPGH 4% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

FROM REP OCT10/12 12.32
CHANGES *** WPXI-TV ****

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BUYER NAME MICHAEL D'ETTORRE

SALES PRSN WA - CHERYL BLAIR

CLASS: NATL.	LOCAL	REGIONAL
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DATE OCT10/12 12.32

TTL SAME
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

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1	EX		700A-800A	60		\$1,700.00	10/11	10/12	3		TH-F	3
PROGRAM : TODAY SHOW												
2	EX		500A-530A	60		\$1,100.00	10/11	10/12	3		TH-F	3
PROGRAM : NEWS												
3	EX		1000A-1100A	60		\$900.00	10/11	10/12	3		TH-F	3
PROGRAM : ELLEN												
4	EX		400P-430P	60		\$1,100.00	10/11	10/12	3		TH-F	3
PROGRAM : JUDGE JUDY												
5	EX		1130P-1230A	60		\$1,850.00	10/11	10/12	3		TH-F	3
PROGRAM : TONIGHT												

REP HEADLINE# 6368275
 *** UNAPPROVED REV #1 ***

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PROGRAM : LATE NEWS												
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CONTRACT TOTAL 36150.00
 TOTAL SPOTS 18

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